

# Mobilizations and Crackdowns

Levels and Changes in  
Activity and Awareness

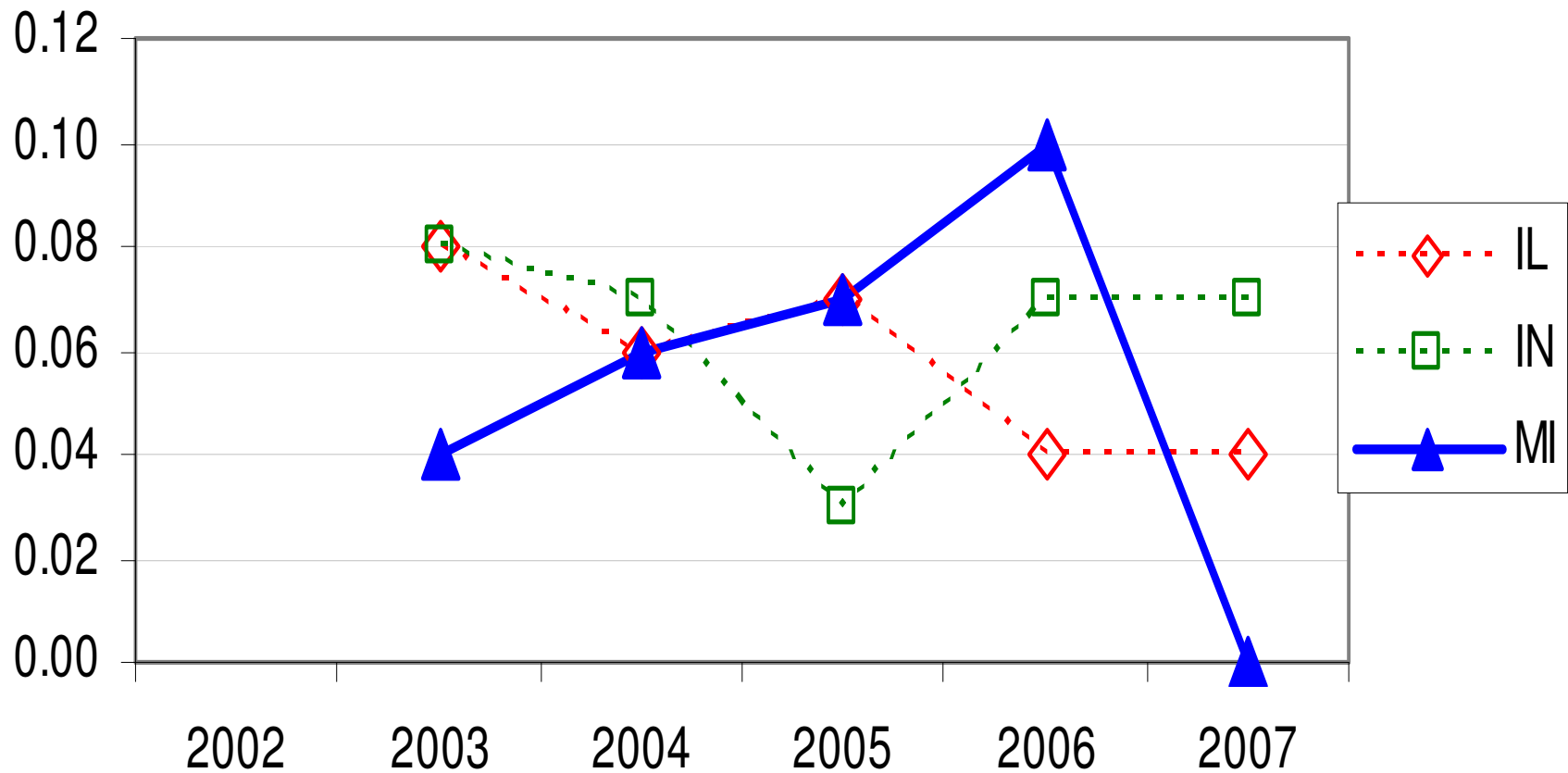
Jim Nichols, Ph D

# Media Expenditures

Mobilizations

2003-2007

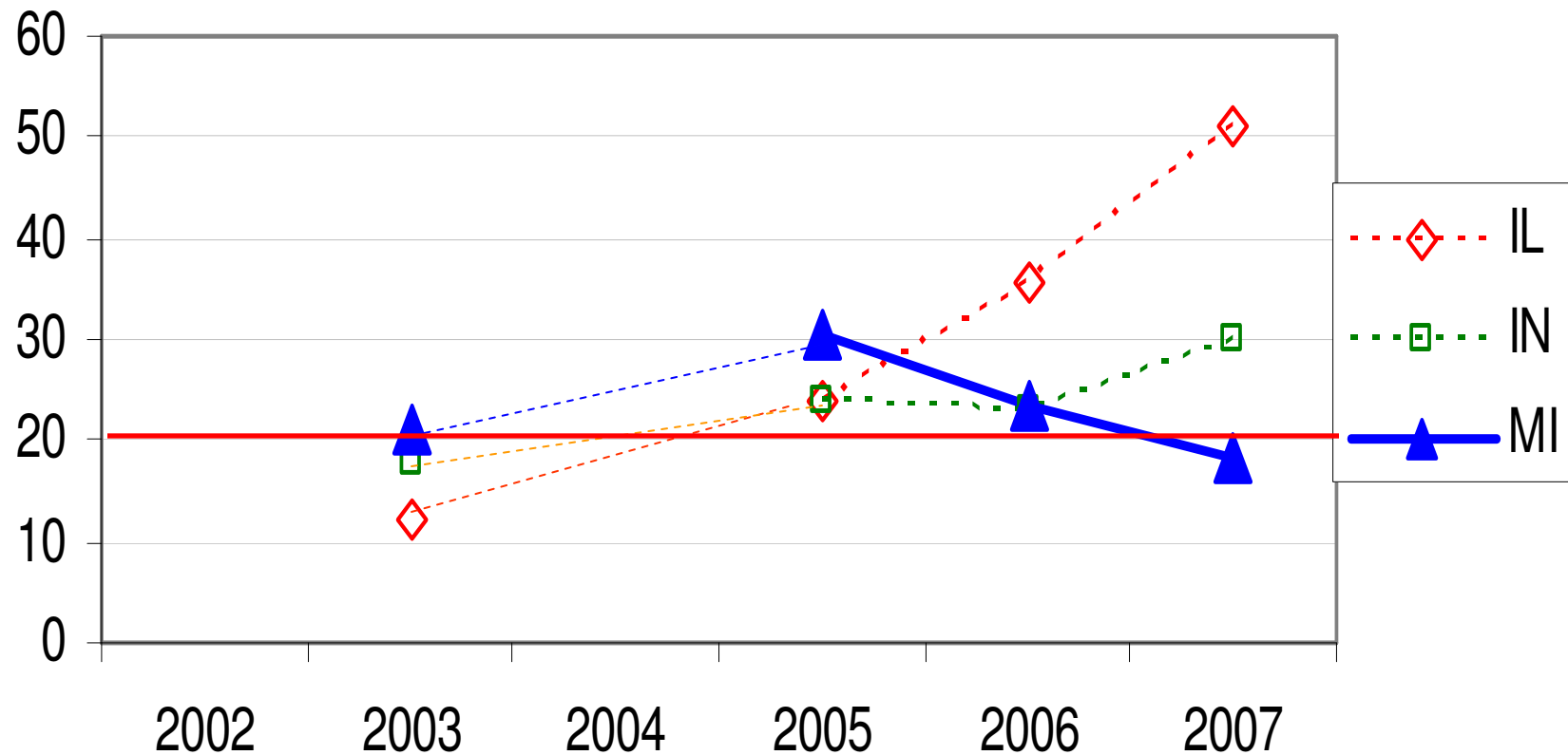
## Per Capita Media Expenditures IL, IN, and MI



# Citation Rates

Mobilizations  
2003-2007

## Citations per 10,000 Residents IL, IN, and MI



# Recent Trends

Decline in Media Expenditures

10¢ → 0¢ per capita

Decline in Citation Rates

31 → 18 per 10,000 residents

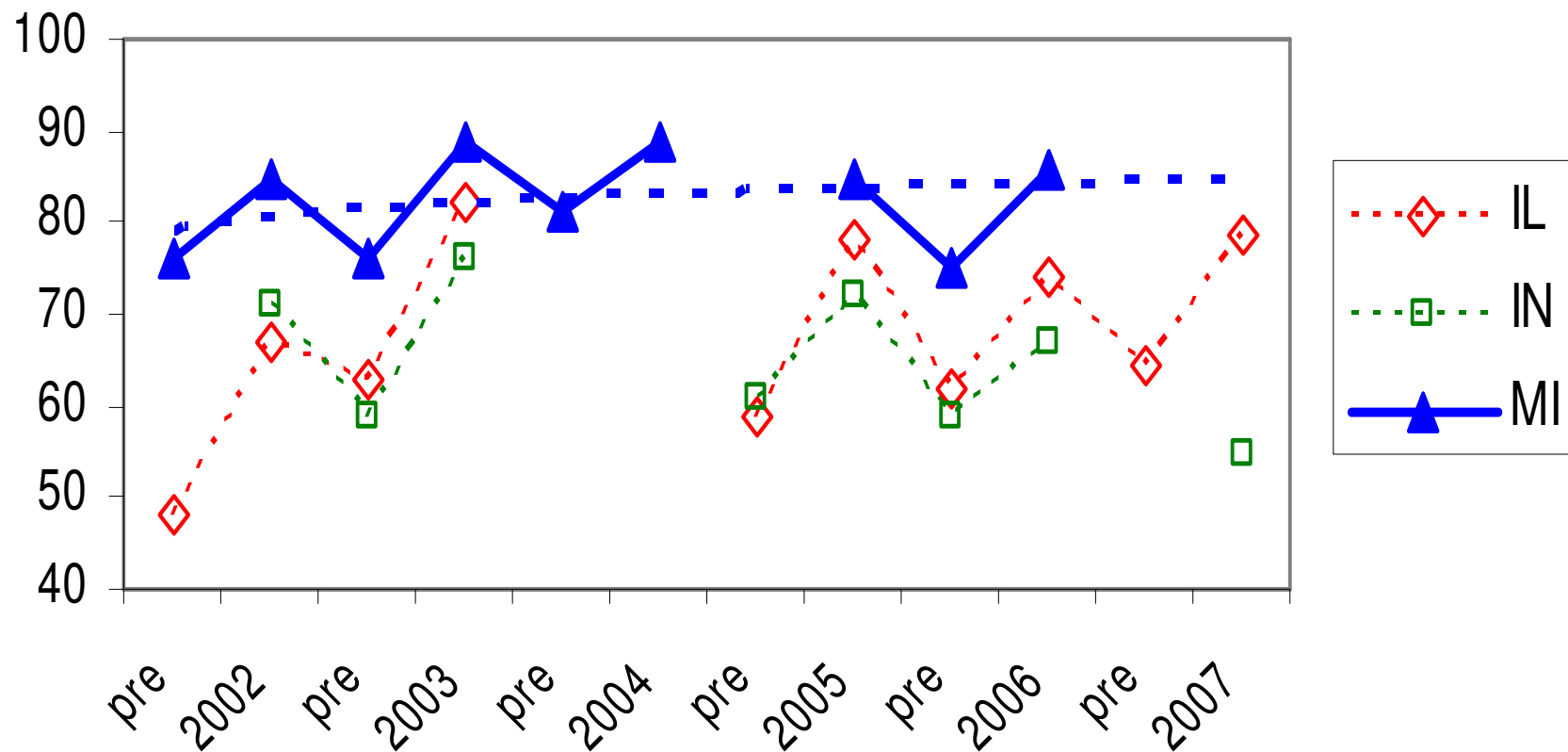
# Awareness

Mobilizations  
2002-2007

# Awareness of General SB Messages

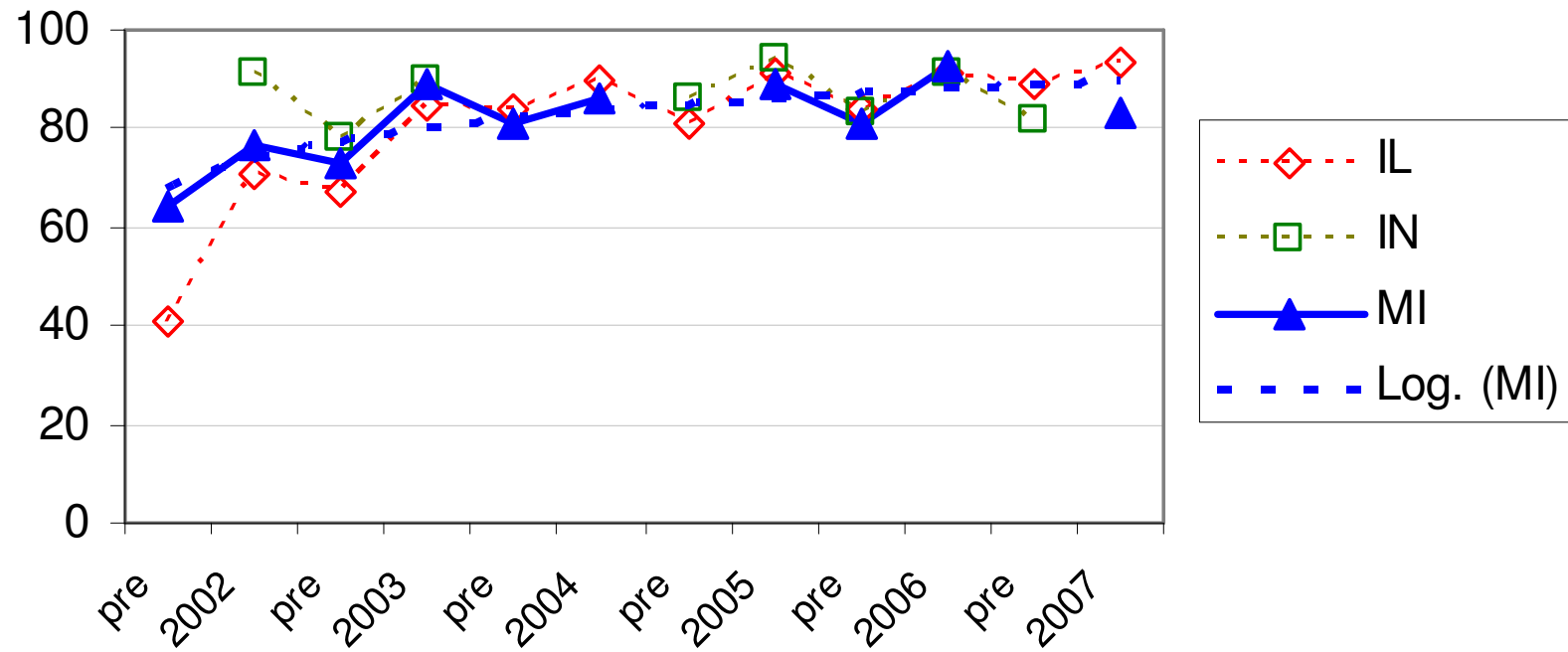


## Awareness of SB Messages IL, IN, and MI



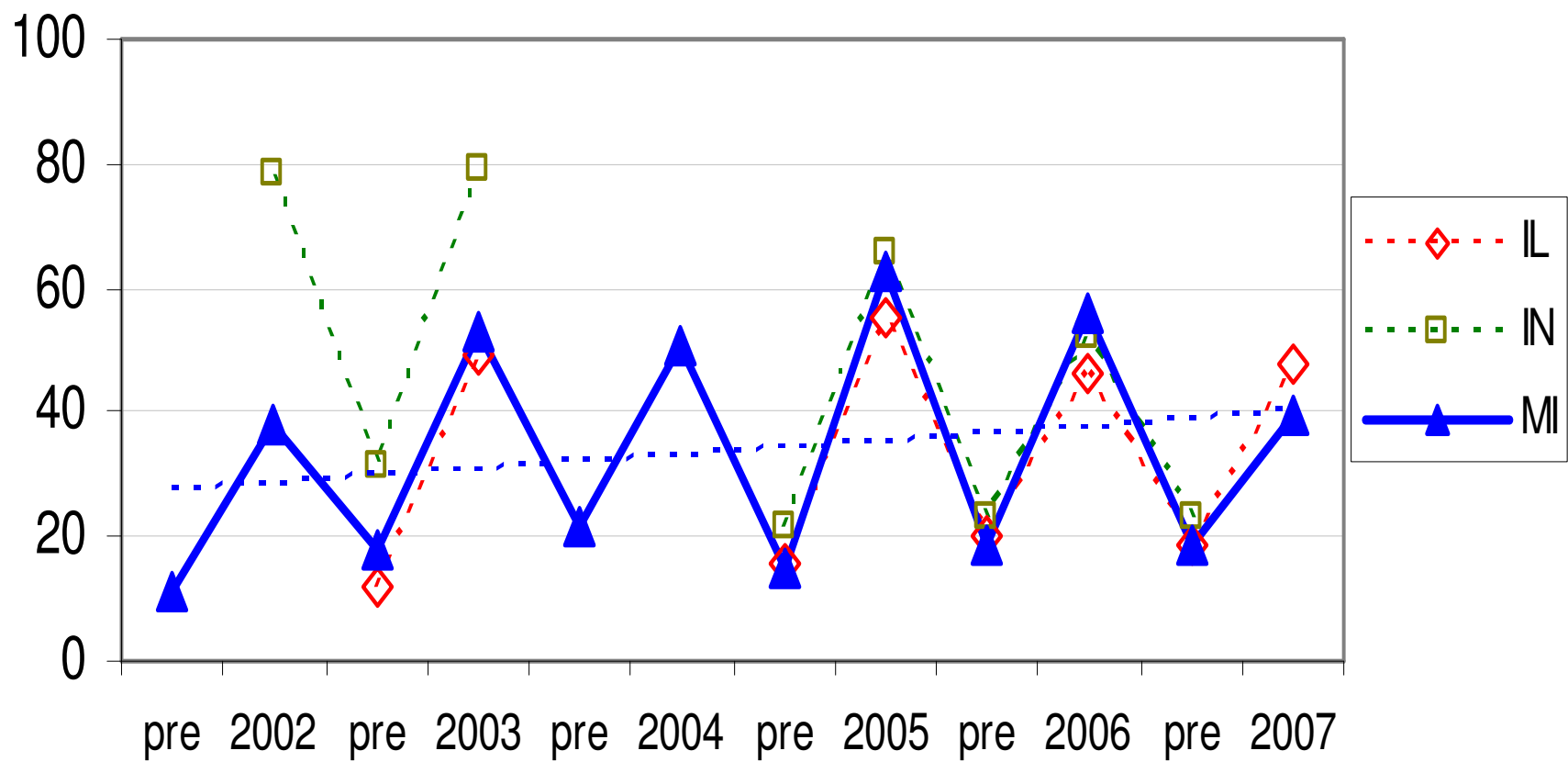
# Awareness of CIOT Slogan

**Awareness of CIOT Slogan**



# Awareness of Special Enforcement

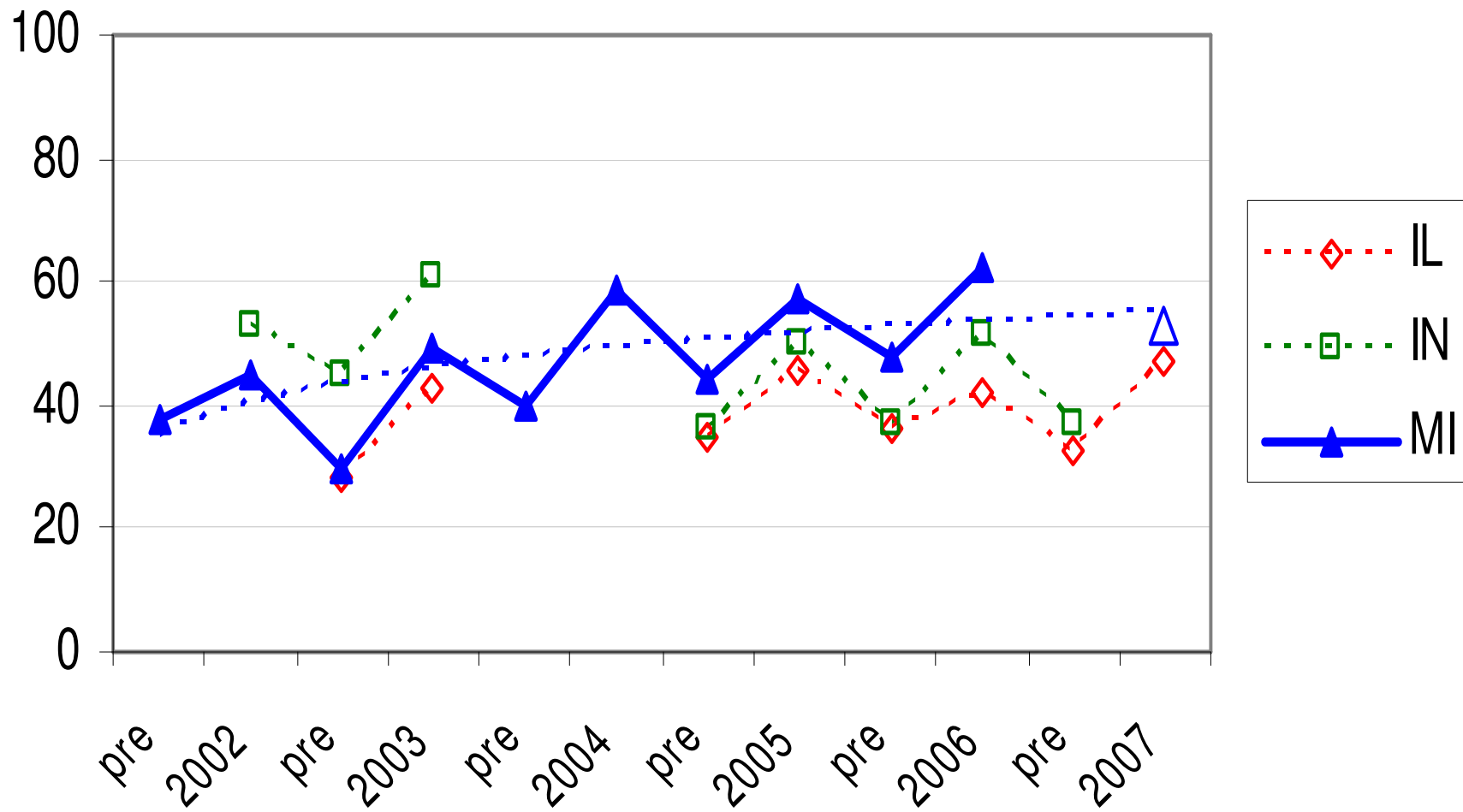
## Awareness of Special Enforcement IL, IN, and MI



# Agree that Police are Writing More Tickets

"very much" + "somewhat" agree

## Agree that Police are Writing More Tickets

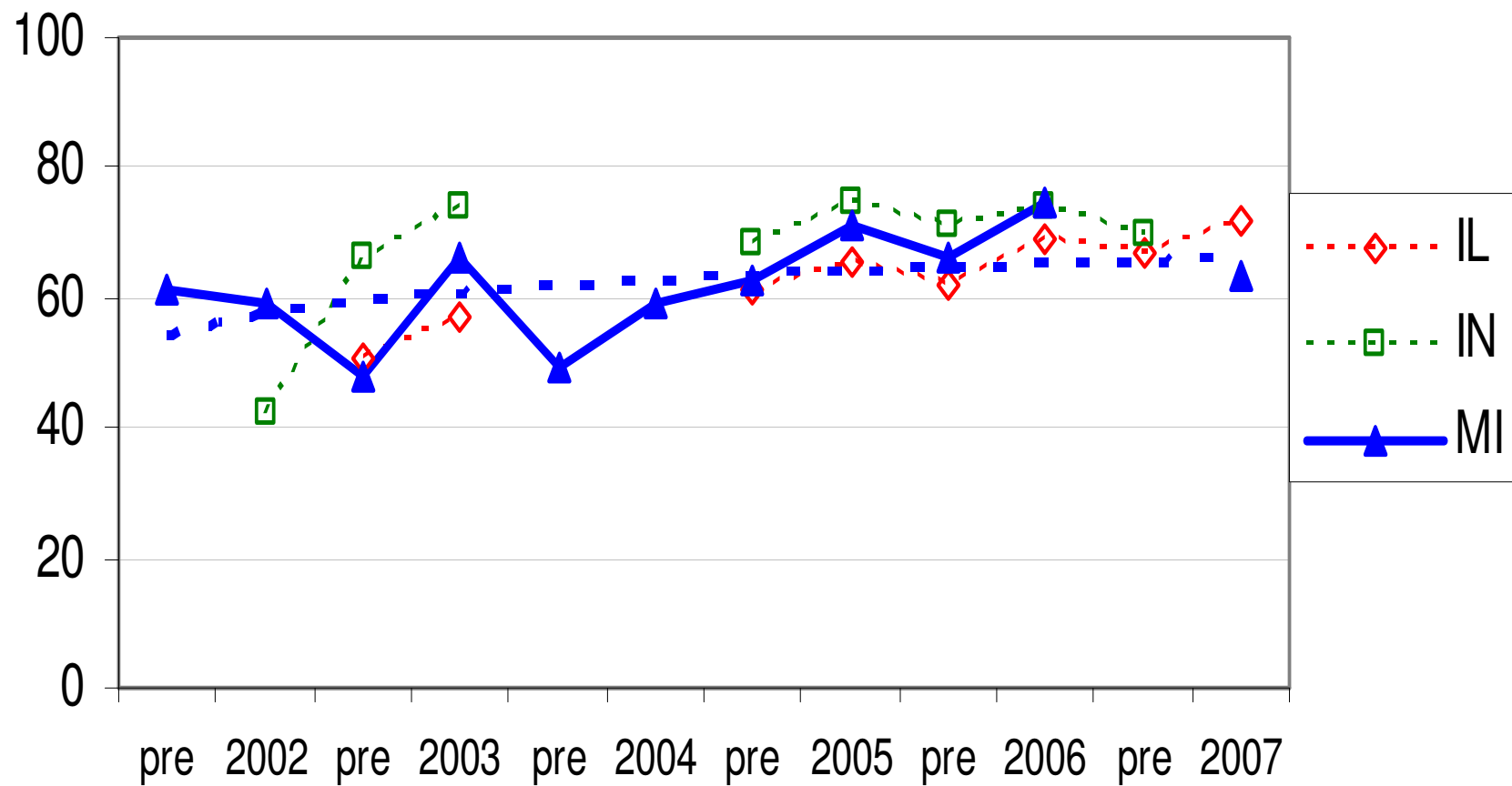


# Perception that a Ticket for Non-Use is Likely

“certain” + “somewhat” likely



## Perceive that a Ticket is Likely IL, IN, and MI



# Recent Trends

- SB Messages
  - High (85%/75%); declining
- Special Enforcement
  - High/Modest (50%/20%) declining
- Ticket Writing
  - High/Modest (60%/50%) possibly increasing
- Likelihood of a Ticket
  - High (75%/65%) possibly increasing

# Impact of Mobilizations on Belief that State's SBU Law is Primary

- Each mobilization results in an increase in the % who think police can stop without observing another violation (primary)
  - Average 8-point increase in secondary law states
  - Average 6-point increase in primary law states

# Impact of Mobilizations on Support for Primary Enforcement

- Each mobilization results in an increase in the % who think police should be able to make a stop for a SB violation
  - Average 4-point increase in secondary law states
- Ave. increases is from 63% to 67%

# Perceived Night Enforcement

- **Still very low**

- 4-5% prior to mobilizations (only 4 measures)
- 5-22% after mobilizations (only 5 measures)

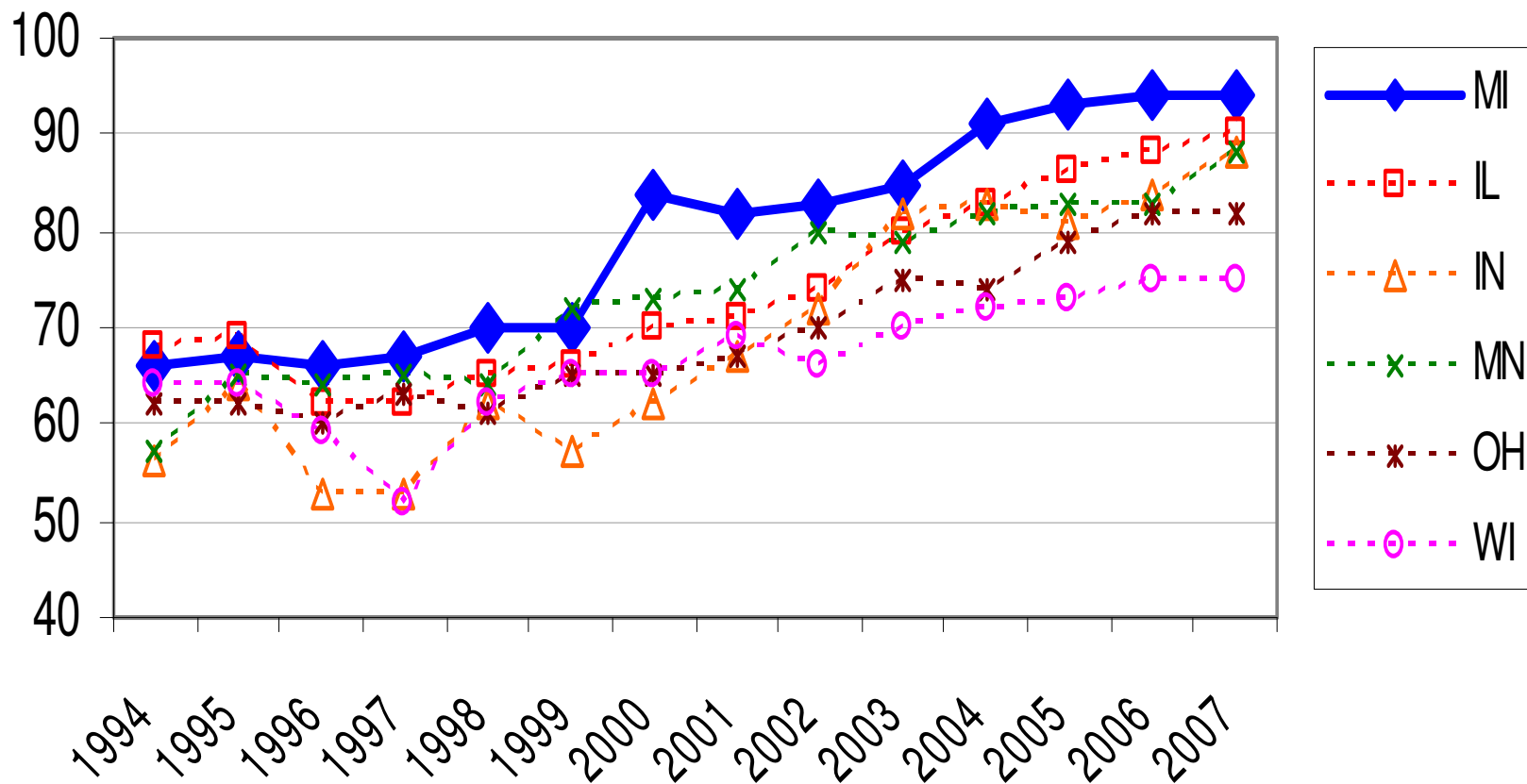
- **But, appears to be increasing**

# Impact on Safety Belt Use

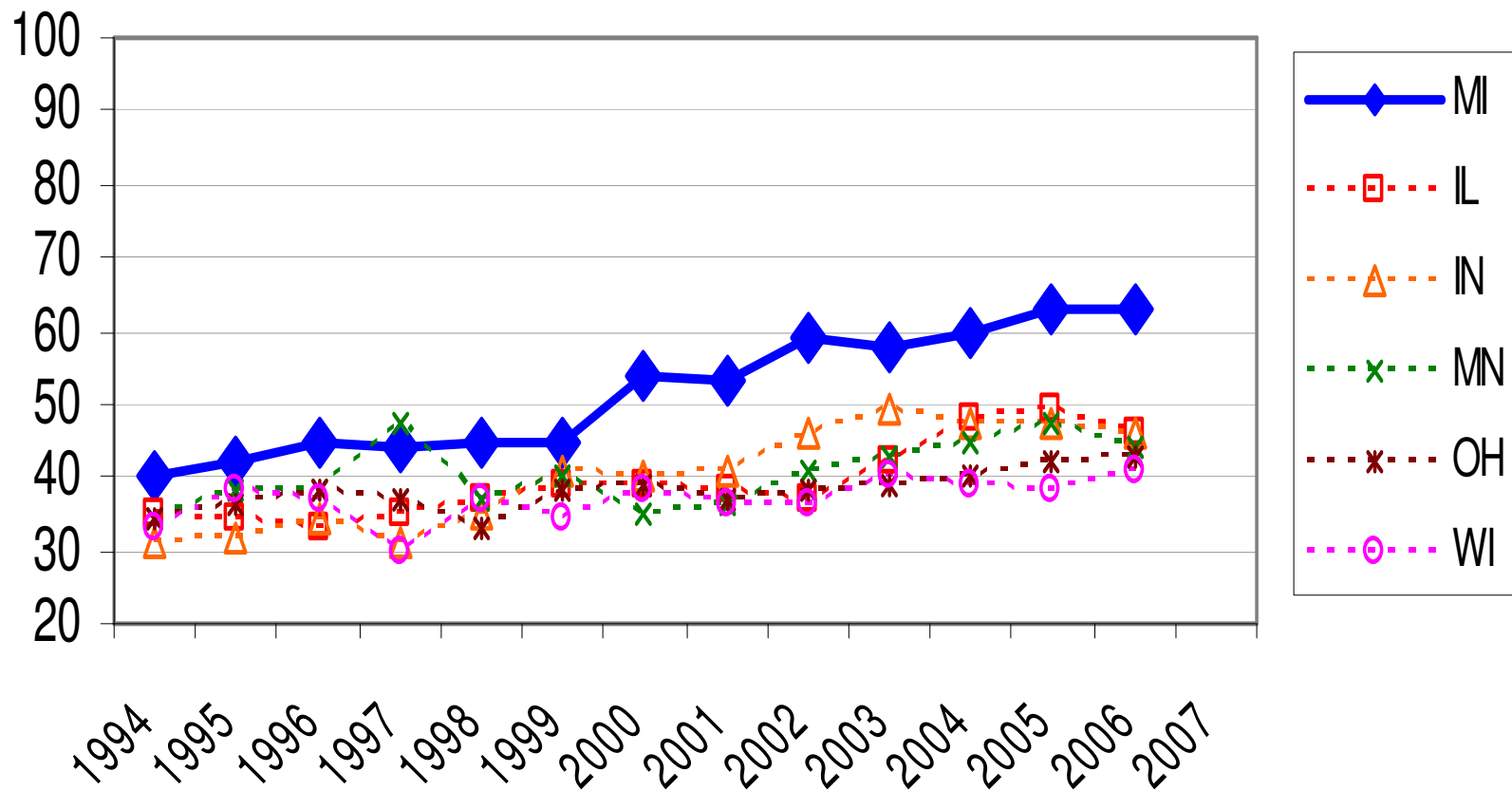
- Observed Use
- Among Crash Victims
- In Potentially Fatal Crashes

## Observed Usage Rates

### All Six Region 5 States Combined (% Use)

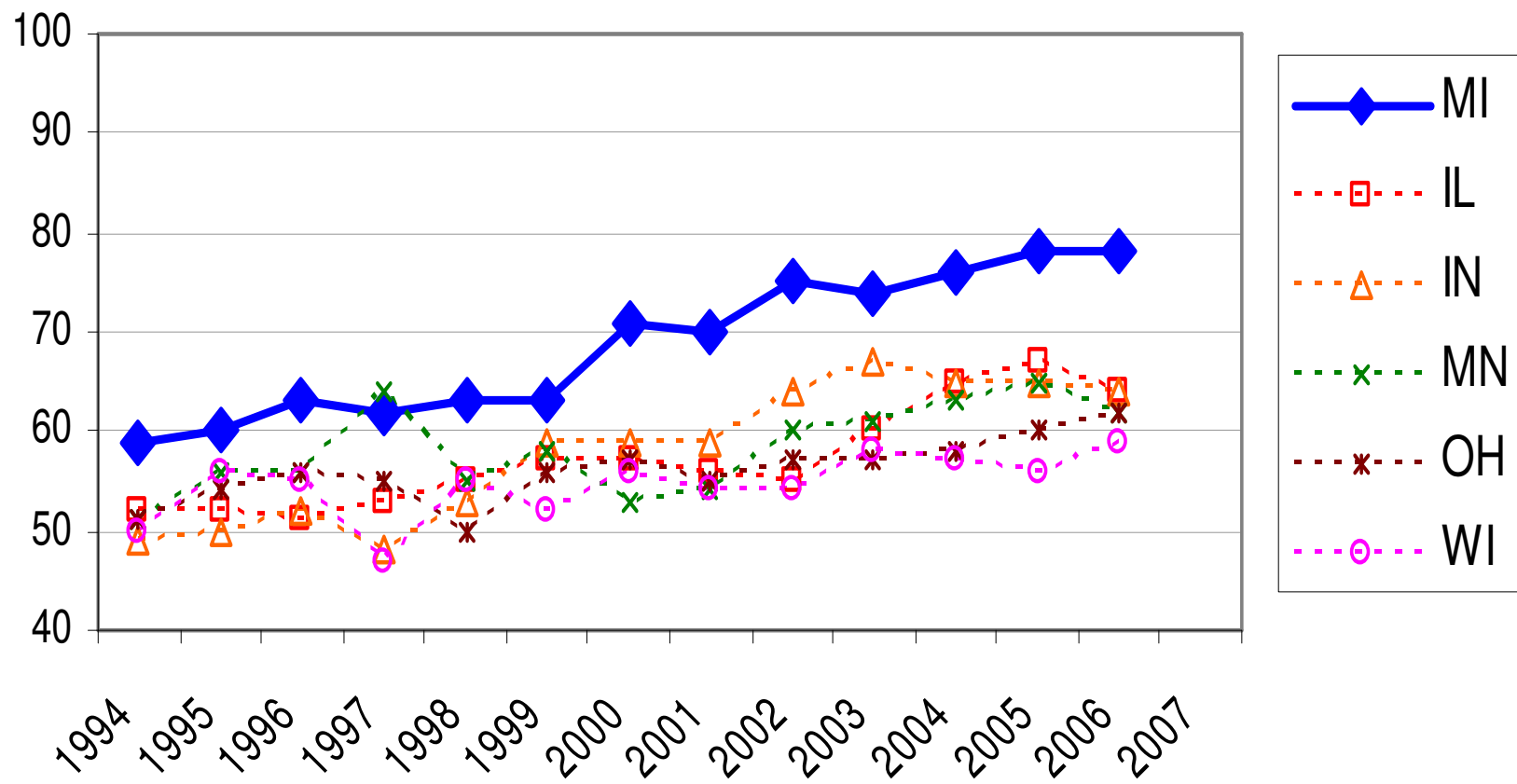


## Use Among Occupants Killed (FARS) All Six Region 5 States (% Use)





## Use in Potentially Fatal Crashes (UPFC)

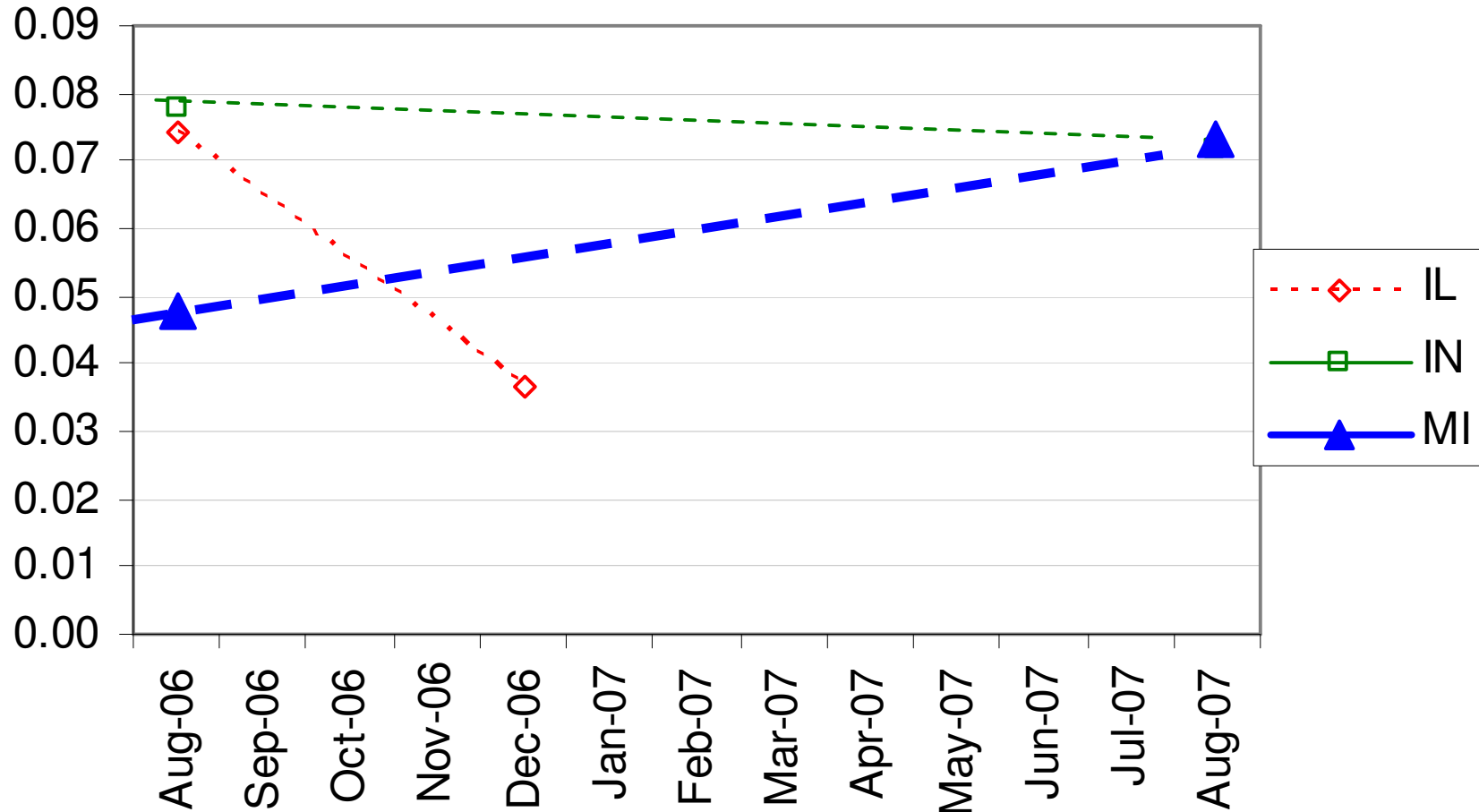


# DWI Crackdowns

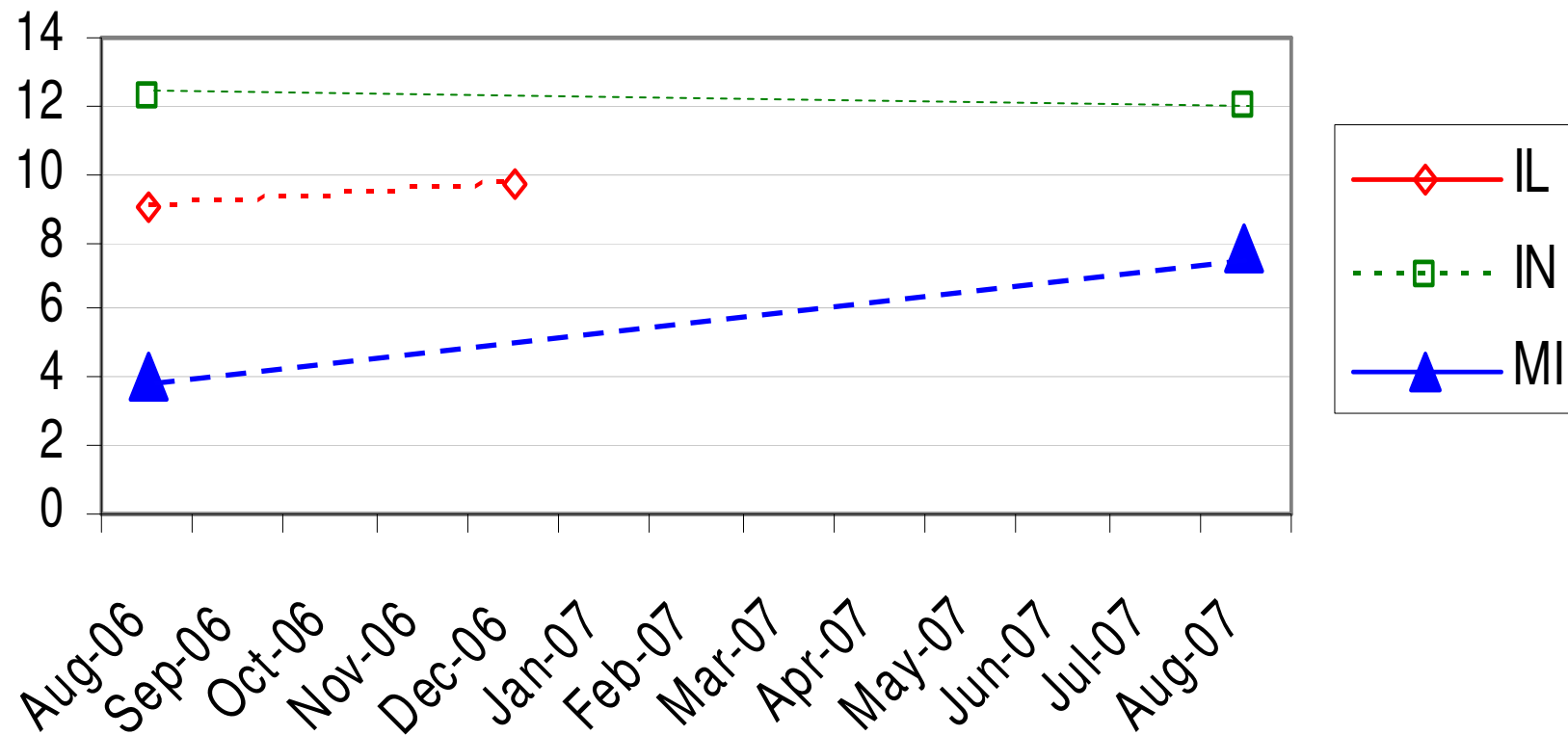
# Media Activity

2006 and 2007

## Per Capita Media Expenditures IL, IN, and MI



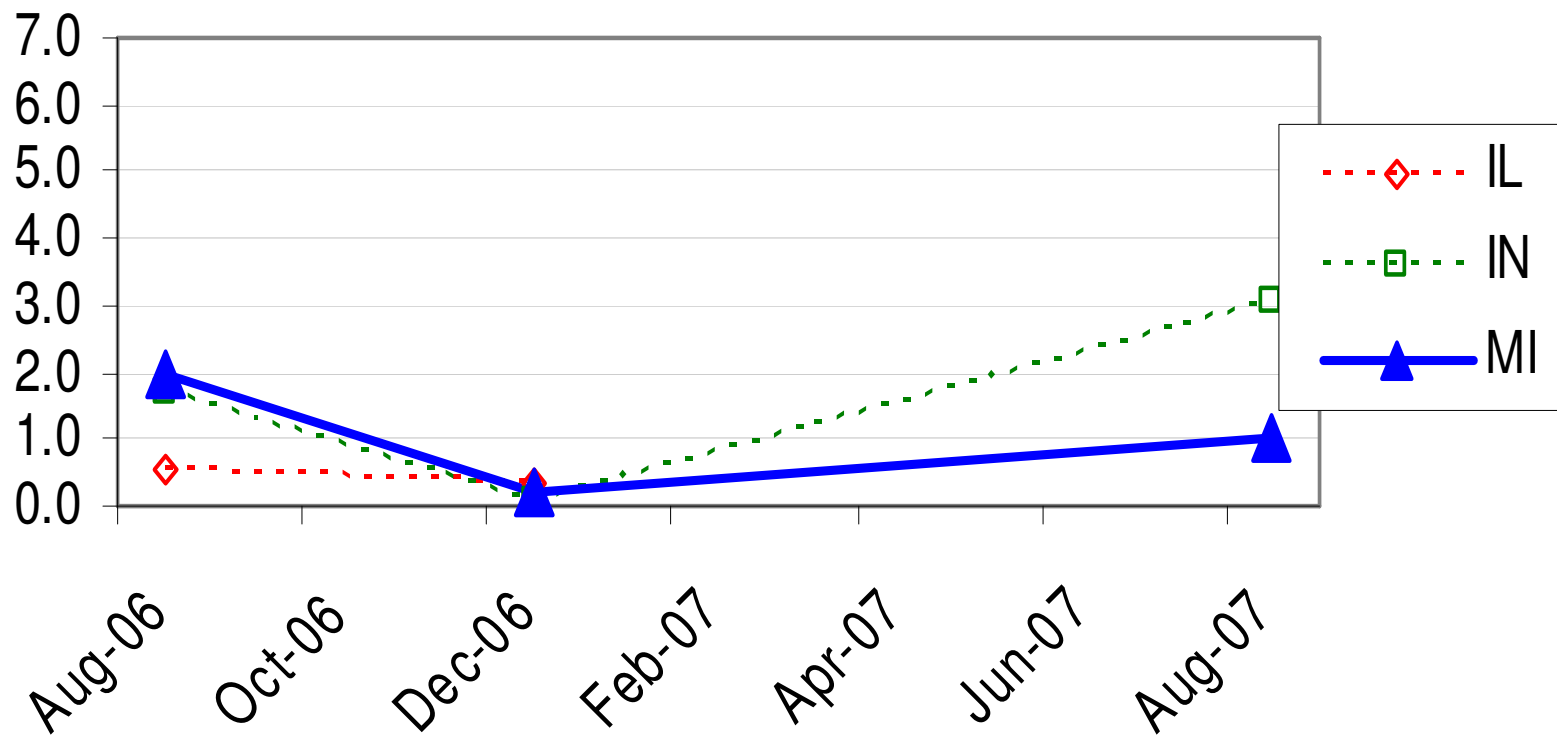
## Paid Ads per 10,000 Residents IL, IN, and MI



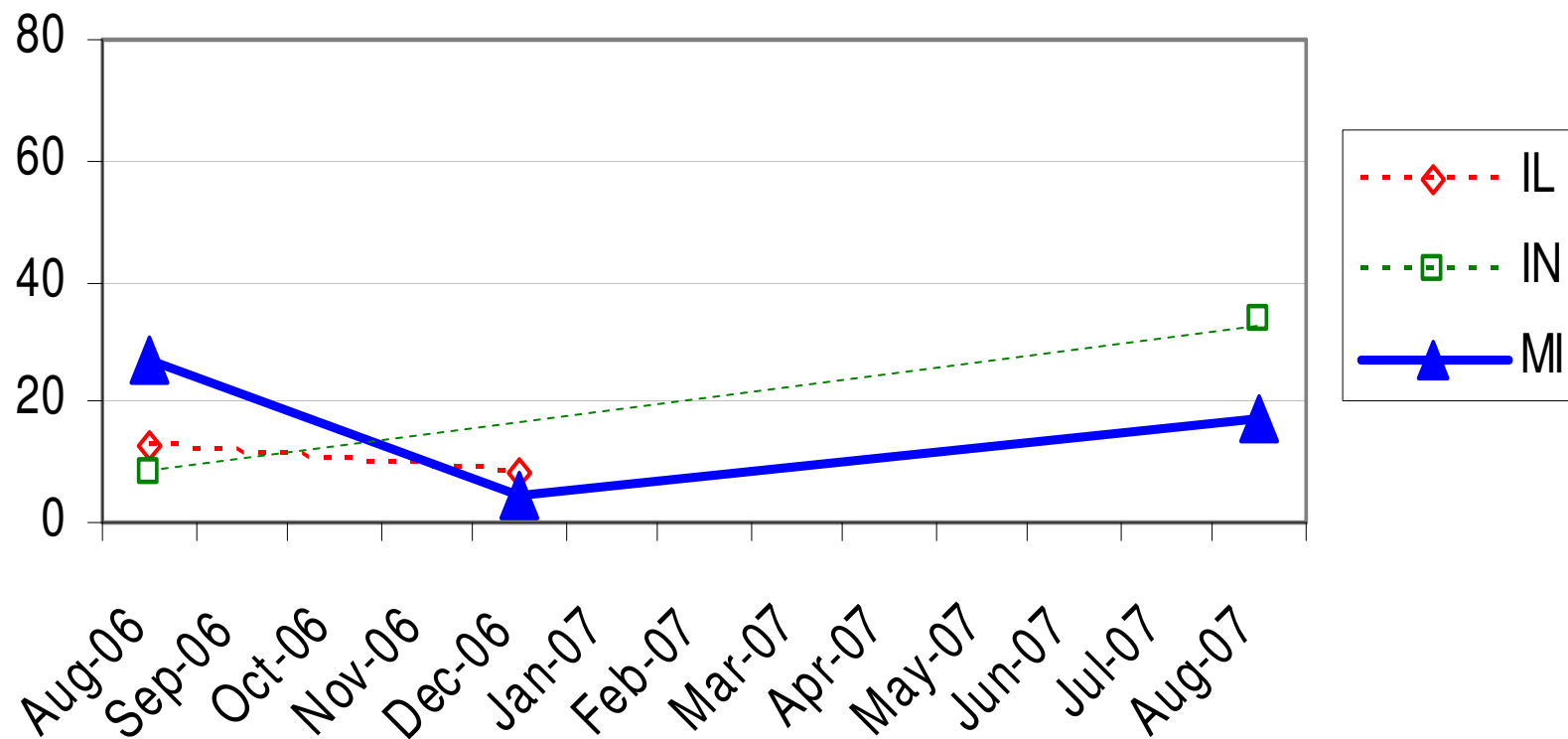
# Enforcement

2006 an 2007

## Citations per 10,000 Residents IL, IN, and MI



## Hours Worked on DWI per 10,000 Residents IL, IN, and MI





# Activity Summary

Media and Enforcement

# Crackdown Media and Enforcement (Change) 2006-2007

	IL	IN	MI	MN	OH	WI
Media \$/cap	.07 -> ? \$	.08 -> .07 \$	<b>.05 -&gt; .07 \$</b>	.05 -> ? \$	.03 -> .03 \$	.06 -> .06 \$
Ads #/10k	9.0 -> ?	12.2 -> 12.0	<b>4.0 -&gt; 7.8</b>	? -> ?	2.0 -> 2.7	<b>0.3 -&gt; 10.0</b>
Hrs #/10k	13.0 -> ?	<b>8.1 -&gt; 33.9</b>	<b>26.9 - &gt; 17.1</b>	? -> ?	<b>79.4 -&gt; 104.1</b>	<b>0.2 -&gt; 45.8</b>
Cites #/10k	0.6 -> ?	<b>1.7 -&gt; 3.1</b>	<b>2.0 -&gt; 1.0</b>	<b>4.6 -&gt; 6.8 (?)</b>	<b>2.1 -&gt; 2.4</b>	<b>1.8 -&gt; 2.2</b>

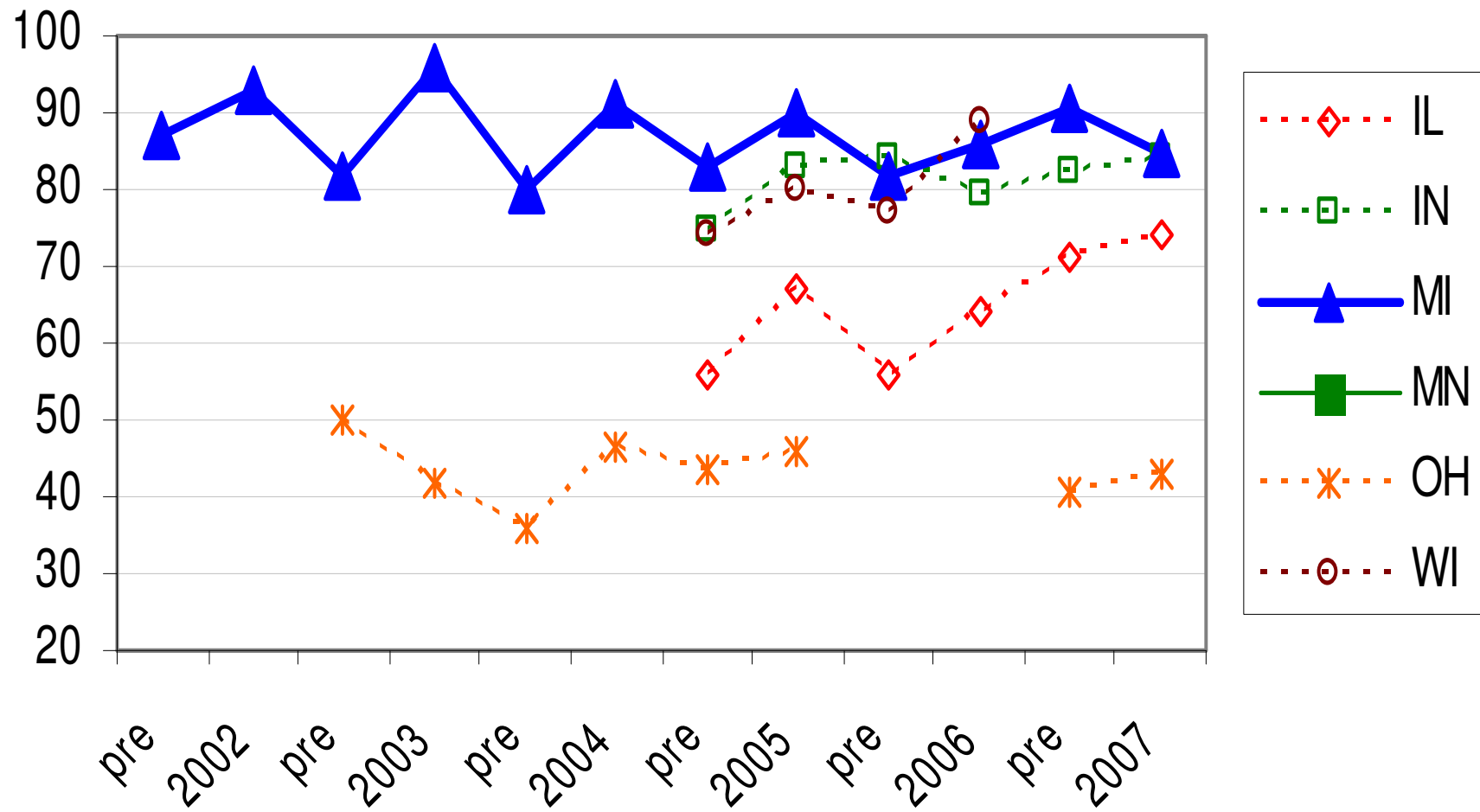
# Recent Trends in Activity

- DWI/DUI Media \$
  - Moderate; Increasing
- Number of Ads
  - Low; Increasing
- Number of Citations
  - Moderate; Decreasing
- Number of Enforcement Hours
  - Moderate; Decreasing

# Awareness of DWI Messages

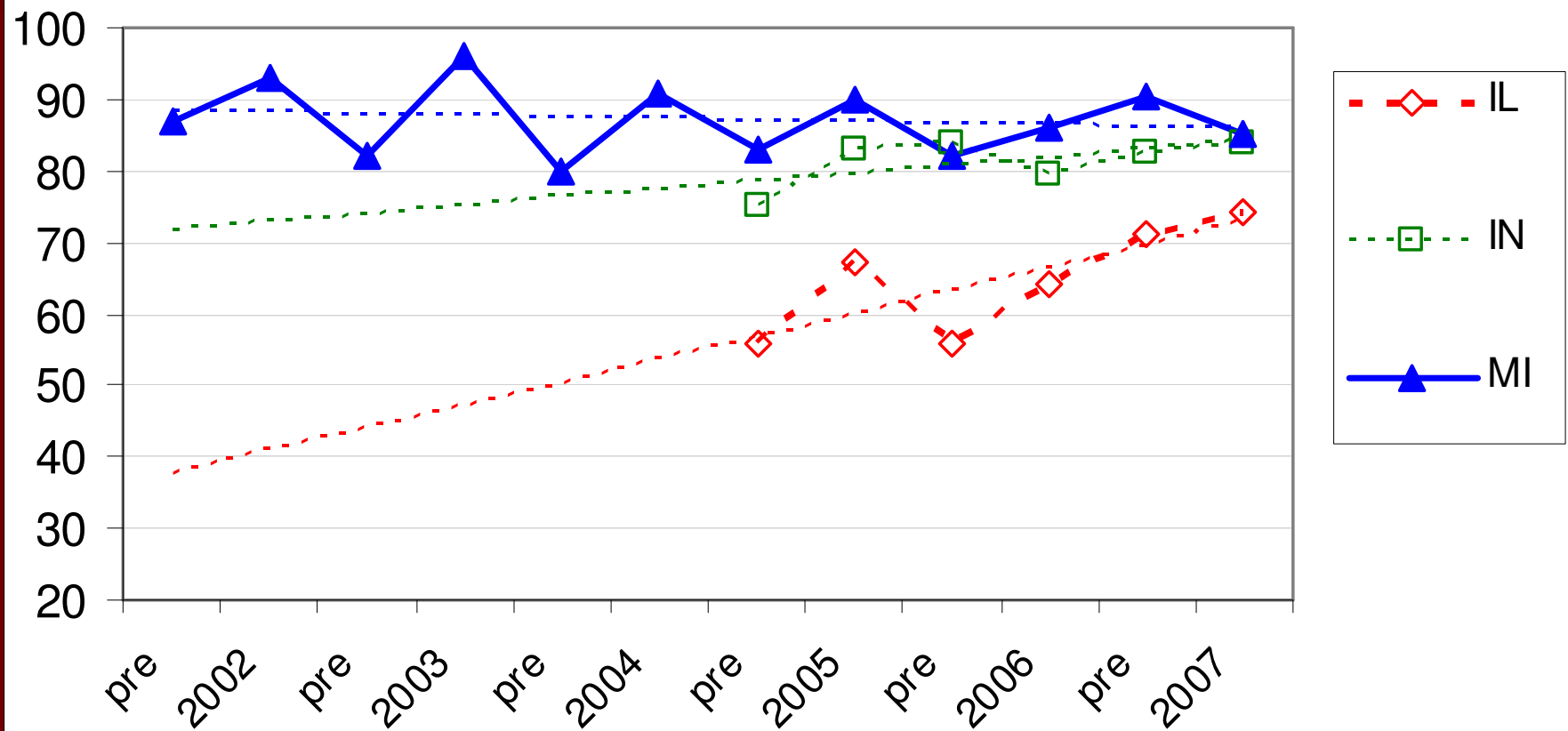
2002-2007

## Awareness of DWI Messages (%aware)



## Awareness of DWI Messages (% aware)

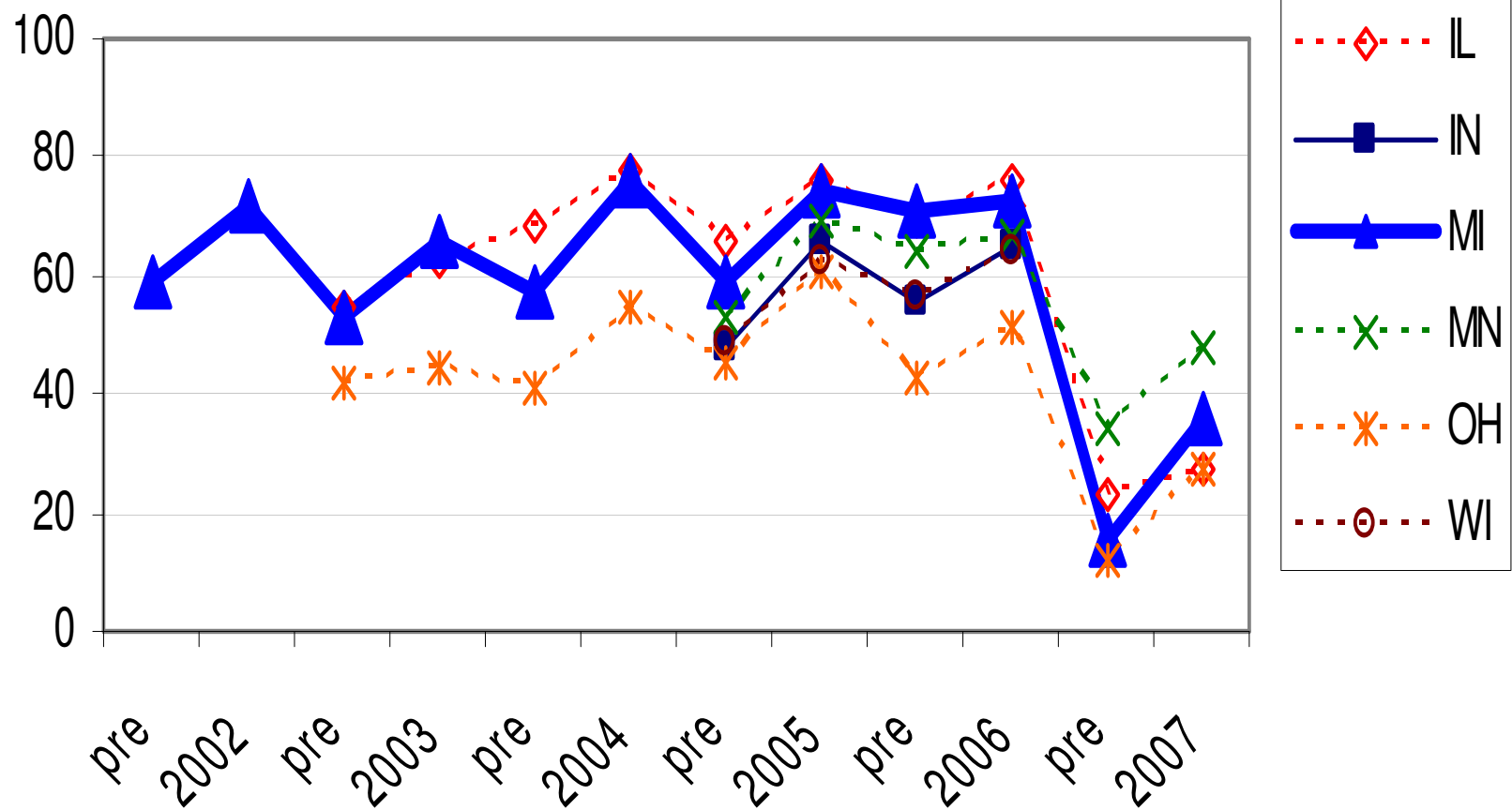
### IL, IN, and MI



# Awareness of National Slogans YDD.YL/DD:OLUA

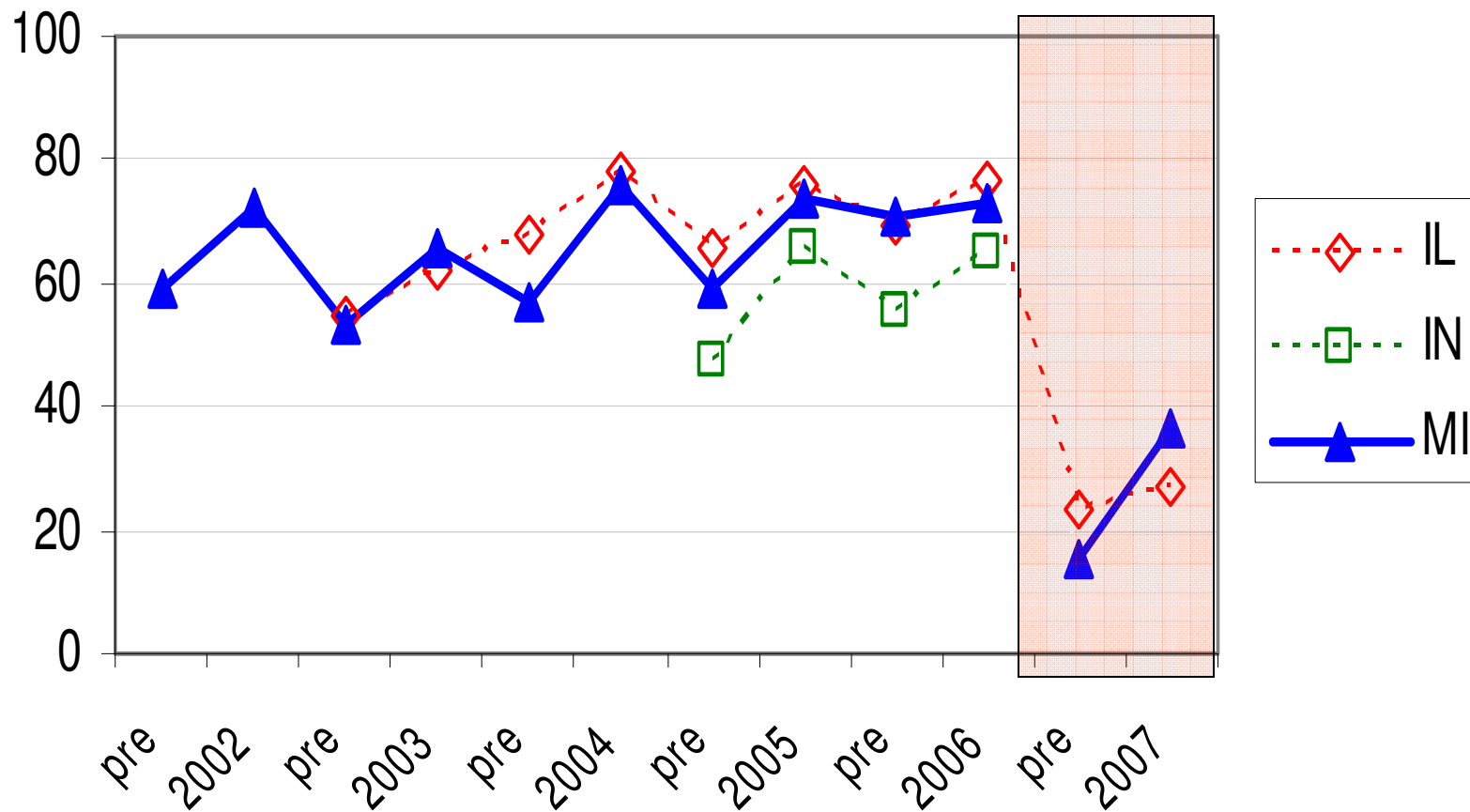
2002-2007

## Awareness of YDDYL/OLUA Slogan





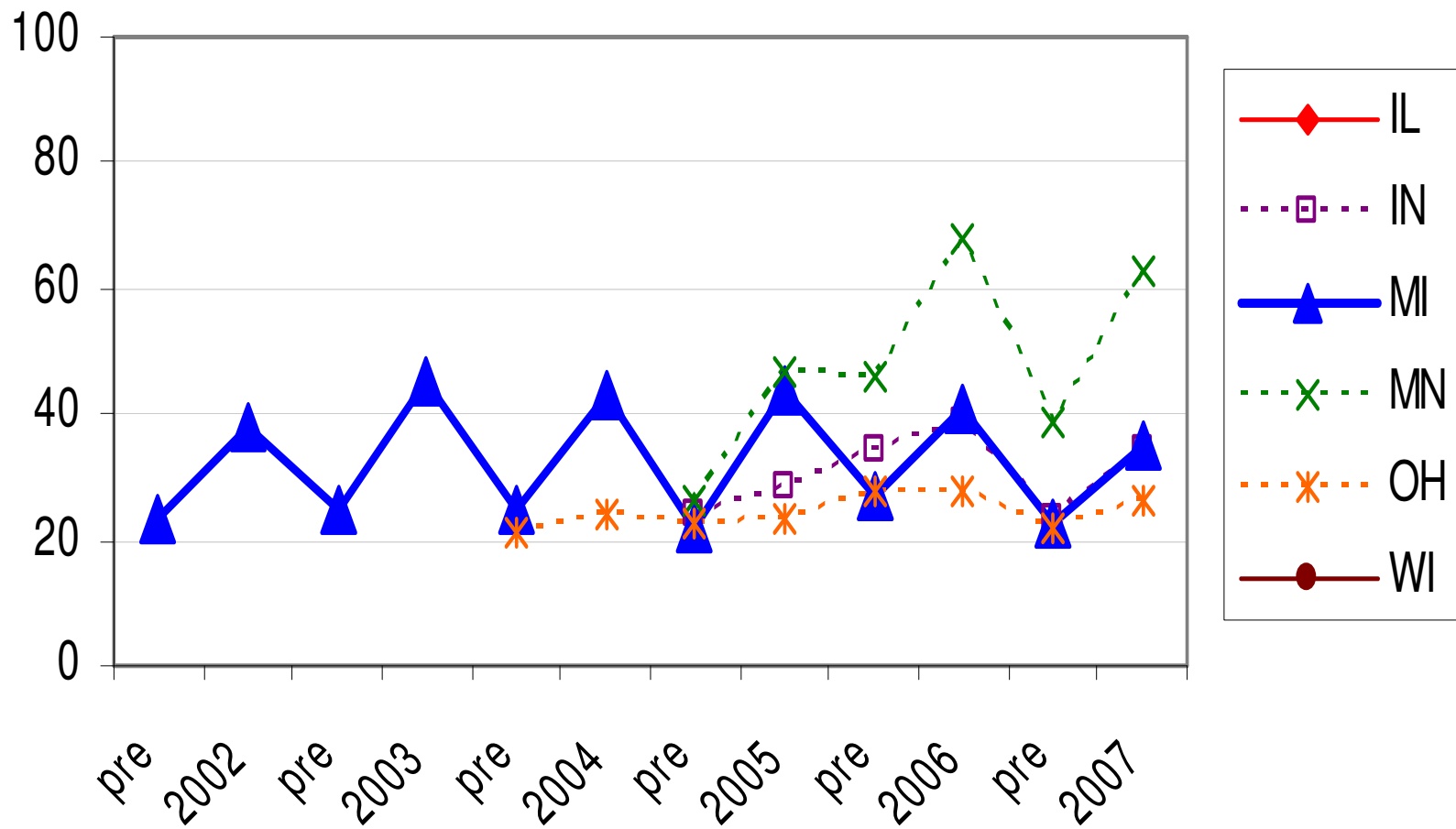
## Awareness of YDDYL/OLUA Slogan



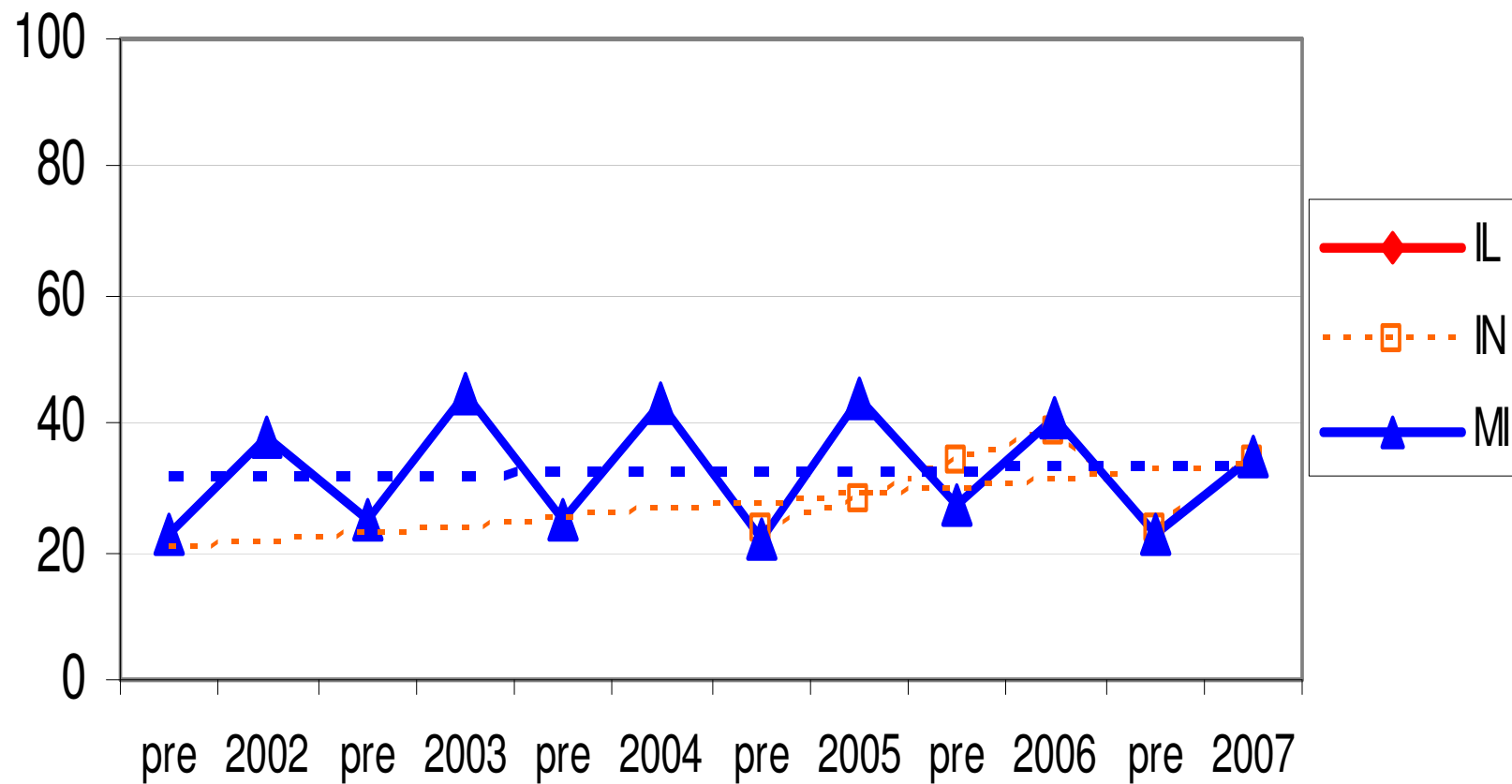
# Awareness of Special Enforcement

2002-2007

## Awareness of Special DWI Enforcement



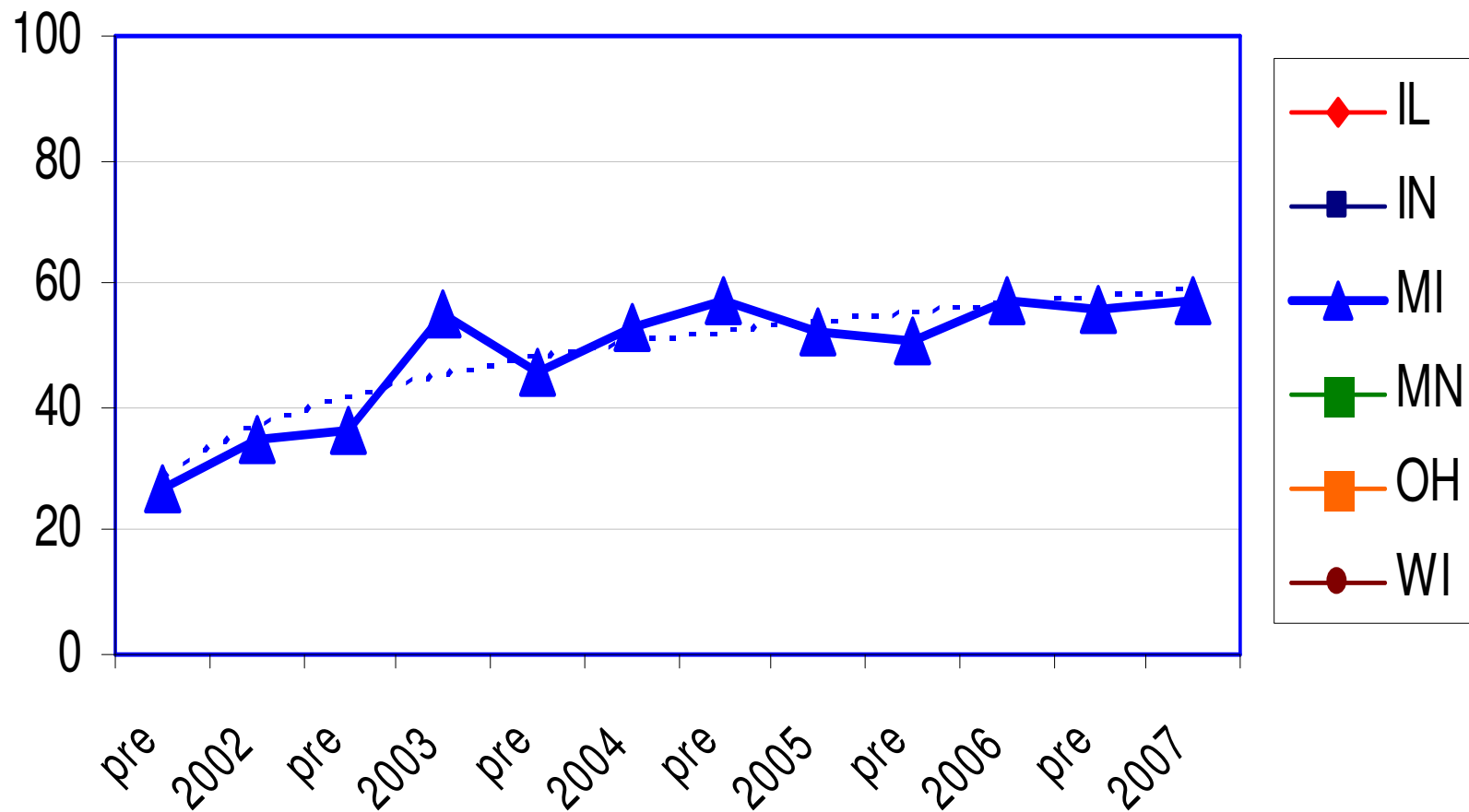
## Awareness of Special DWI Enforcement IL, IN, and MI



# Agree that Police are Arresting More DWIs

"very much" + "somewhat" agree

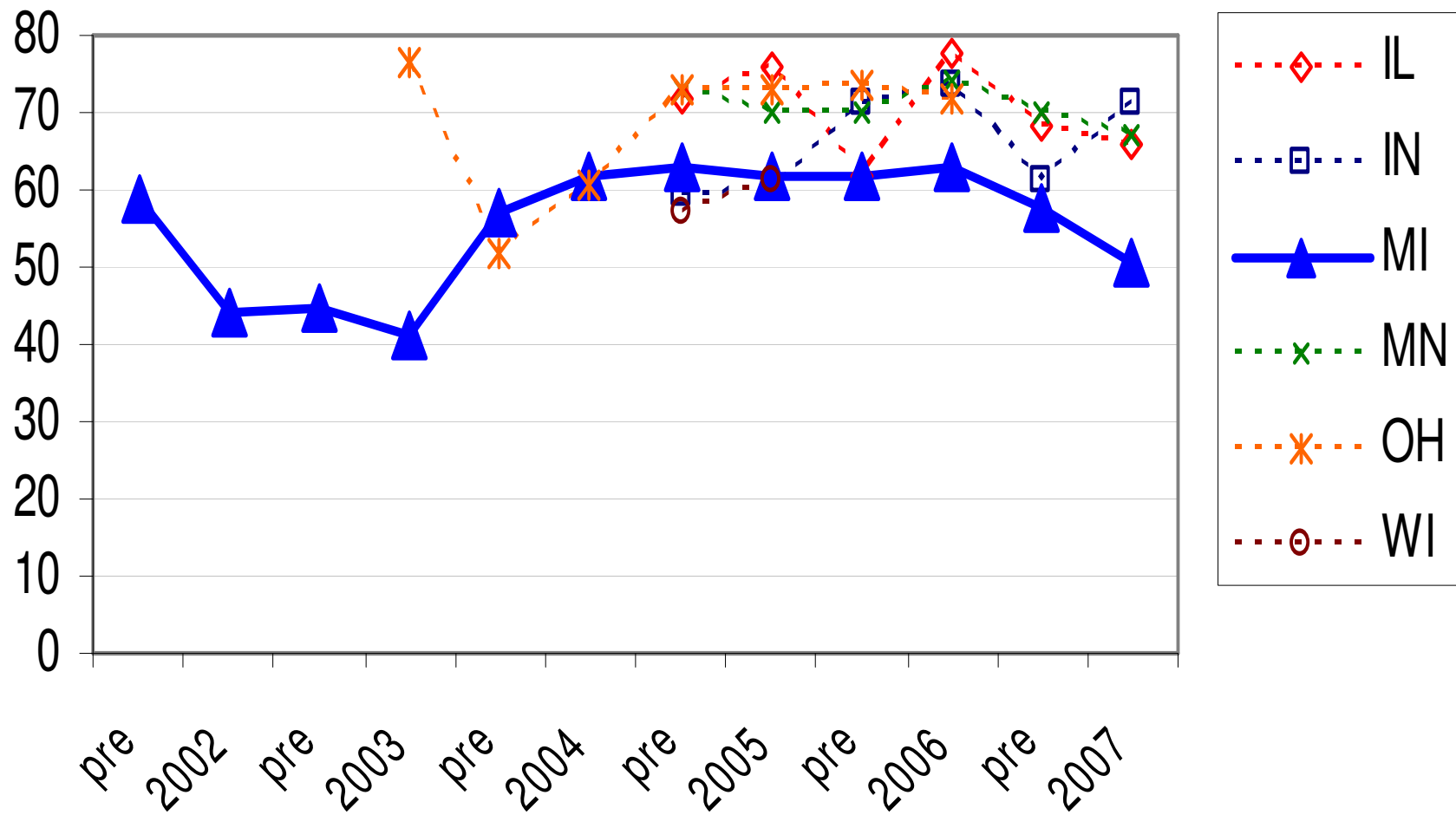
## Agree that Police are Arresting More DWIs



# Perception that a DWI Stop is Likely

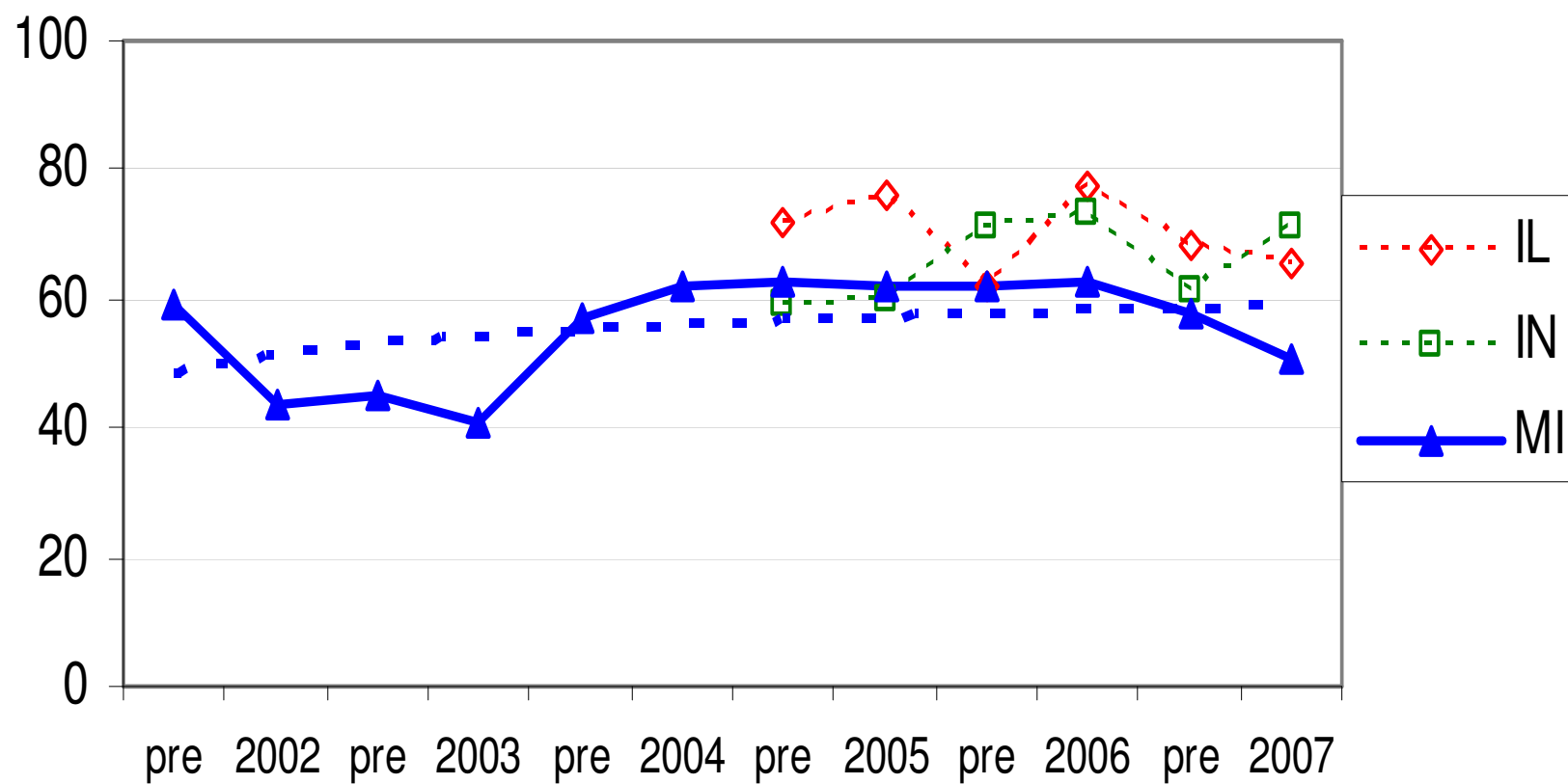
“certain” + “somewhat” likely

## Perceive that a Stop is Likely





## Perceive that a Stop is Likely IL, IN, and MI



# Awareness Summary

- DWI Messages
  - High; stable
- Slogans
  - High; recent decline (message change)
- Special Enforcement
  - Low-to-Moderate; recent slight decline
- Recently More DWI Arrests
  - High; leveling off
- Likelihood of a Stop
  - Moderate-to-High; possible decline

# Change in Various Crackdown Indices since 2005

	IL	IN	MI	MN	OH	WI
DWI Msg.	67 -> 74%	83 -> 84%	<b>90 -&gt; 85%</b>	? -> ?	46 -> 43%	80 -> ?
Slogan (to 2006)	76 -> 76%	66 -> 65%	<b>74 -&gt; 73%</b>	69 -> 67%	61 -> 51%	62 -> 64%
Spl. Enf.	? -> ?	28 -> 34%	<b>44 -&gt; 35%</b>	47 -> 63%	23 -> 26%	? -> ?
Stop Likely	76 -> 66%	60 -> 71% (?)	<b>62 -&gt; 51%</b>	70 -> 67%	73 -> 72% (?)	61 -> ?

# Post-Crackdown Levels in 2007 (or 2006)

	IL	IN	<b>MI</b>	MN	OH	WI
<b>DWI Msg.</b>	74%	84%	<b>85%</b>	?	43%	(89%)
<b>Slogan -&gt; 2006</b>	76%	65%	<b>73%</b>	67%	51%	64%
<b>Special Enf</b>	?	34%	<b>35%</b>	63%	26%	?
<b>Stop Likely</b>	66%	71%	<b>51%</b>	67%	(72%)	?

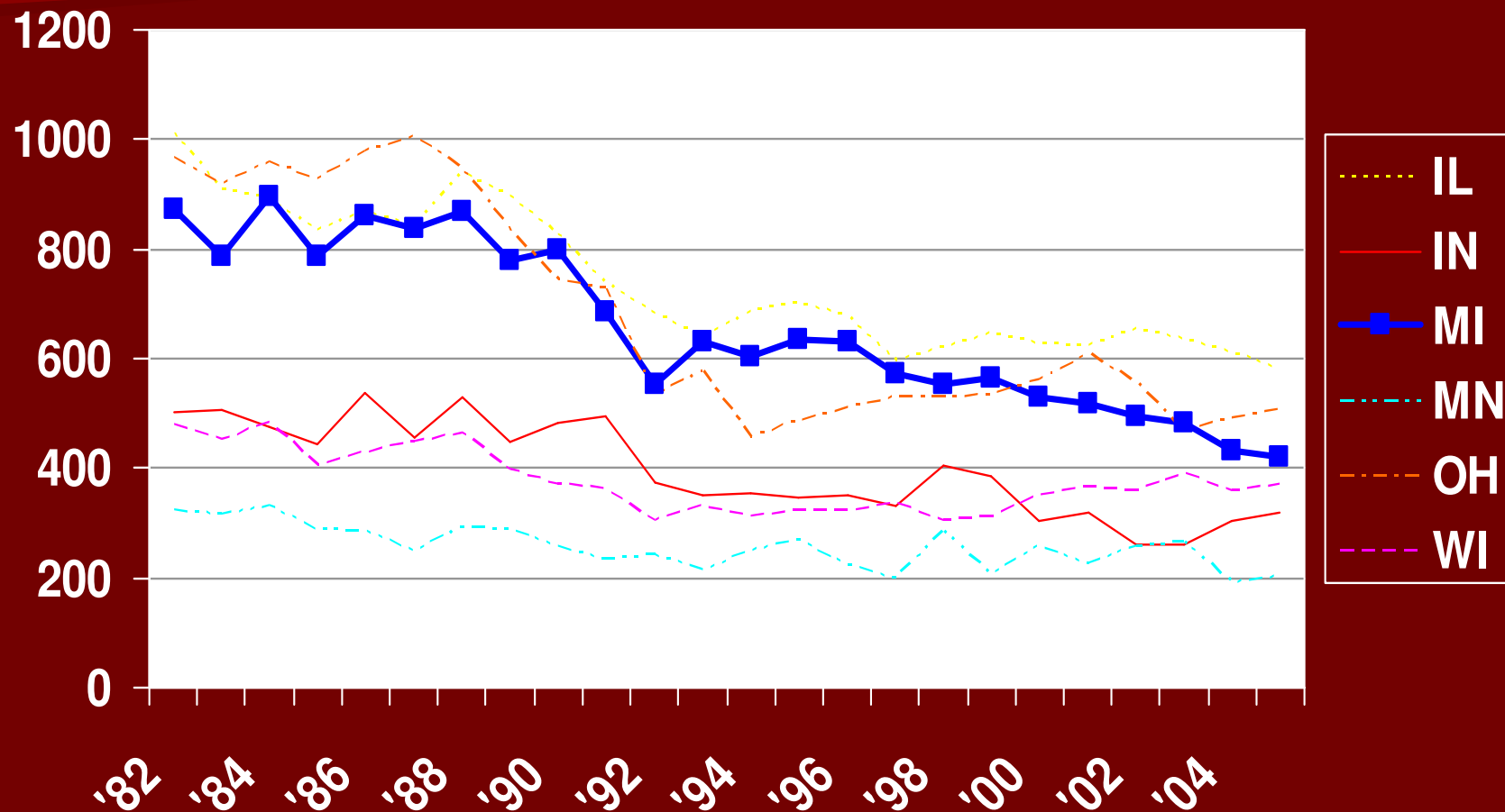
# Impact of Crackdowns on Support for Strict Enforcement

- Generally there was either no change, or a slight increase, in support for strict enforcement following a crackdown.

# Great Lakes Region States

## Number of Alcohol-Related Fatalities

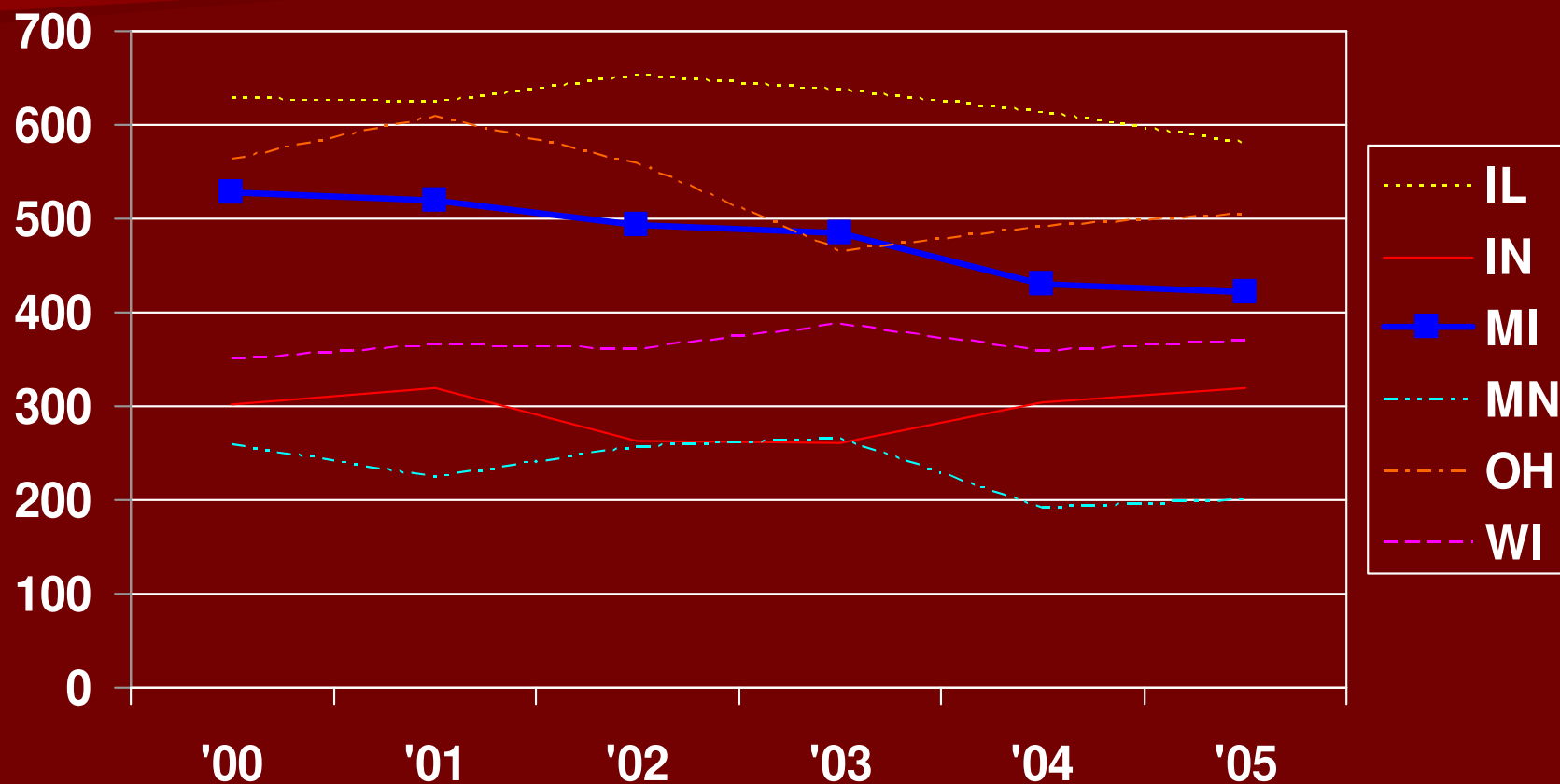
(1982-2005; FARS)



# Great Lakes Region States

## Number of Alcohol-Related Fatalities

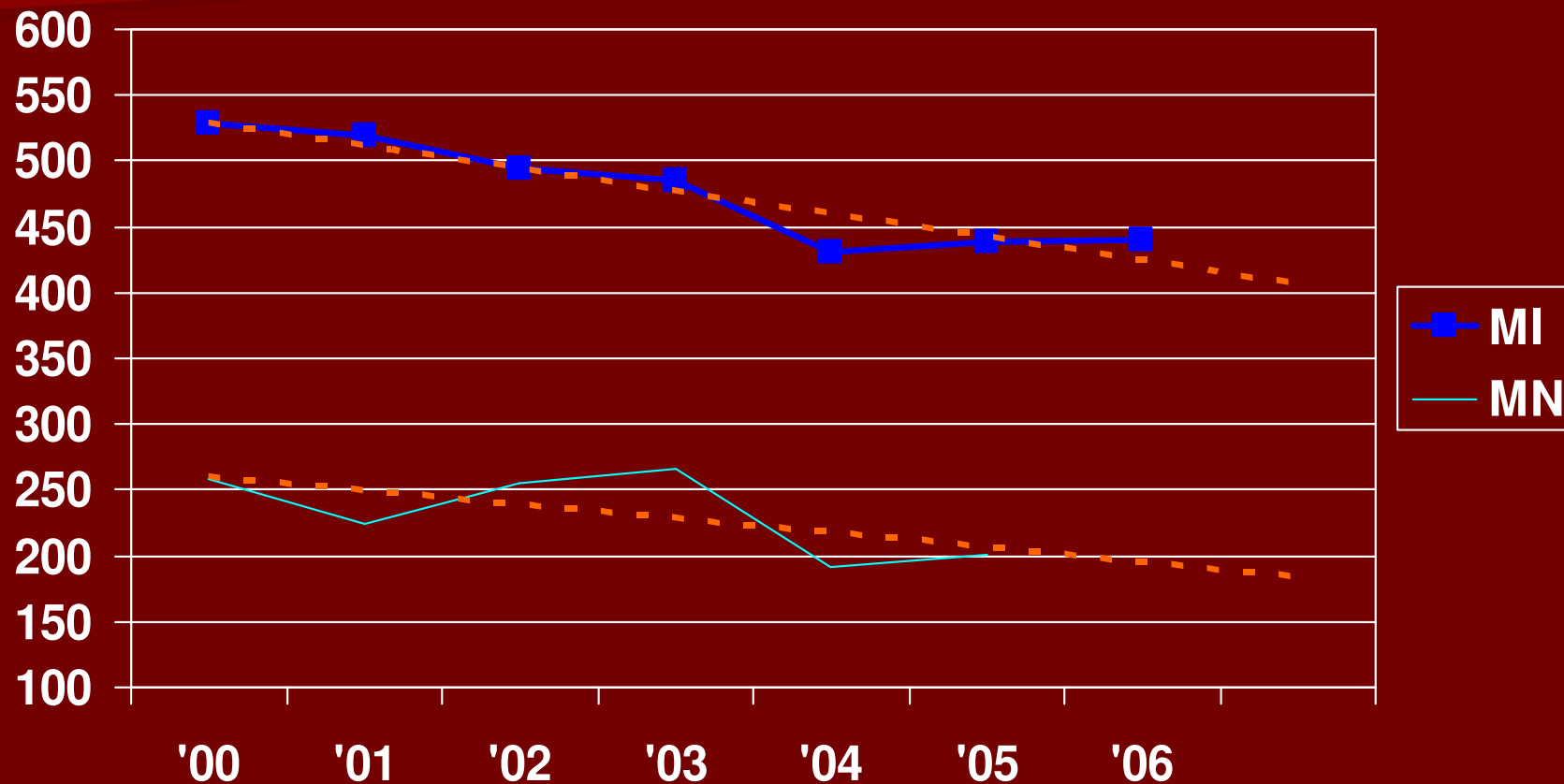
(Medium Term - 2000-2005; FARS)



# Michigan and Minnesota

## Number of Alcohol-Related Fatalities

(Medium Term - 2000-2005; FARS)

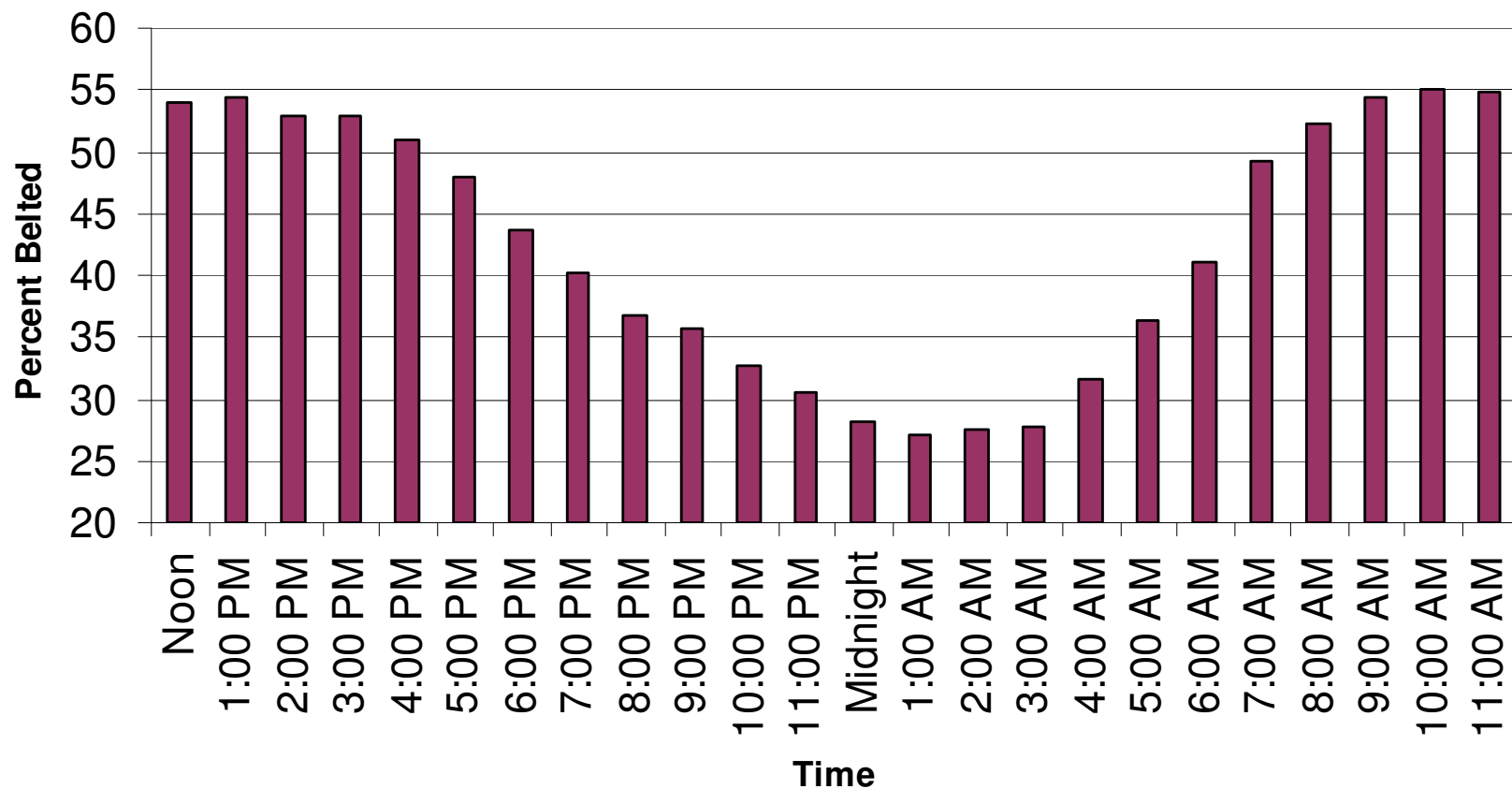




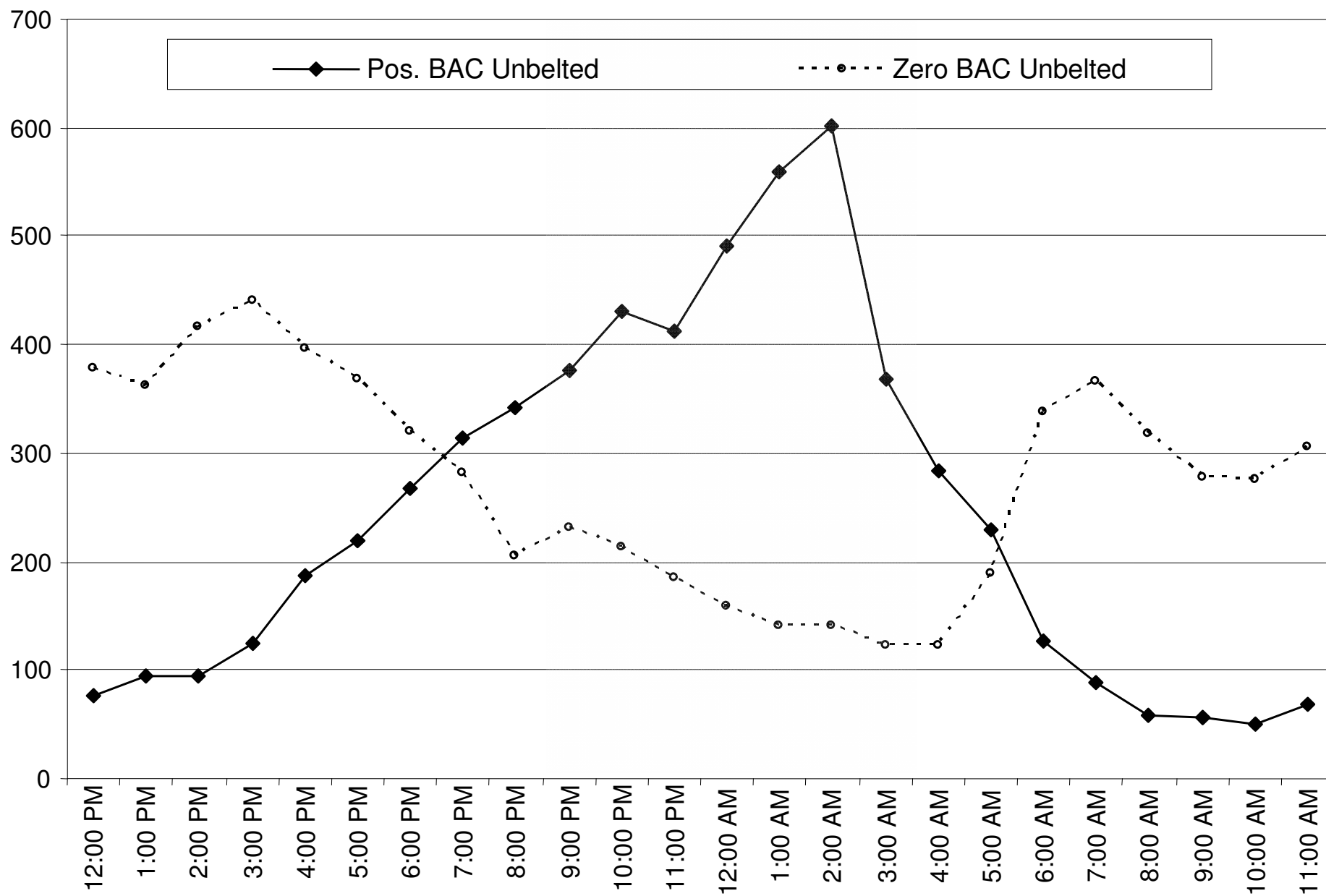
## In Summary of Recent Alcohol-Related Trend:

- Nationally, there has not been much progress over the past decade
- In the Great Lakes Region, there was a recent reduction (in 2003-04)
- That reduction was primarily due to downward trends in Michigan and Minnesota

# Safety Belt Use by Time of Day



Source: FARS 1998-2004



Fatally Injured Drivers, FARS 2003, Imputed BAC, Passenger Vehicles

End